



WATERMELON



**Customer Satisfaction Research**

**2022**

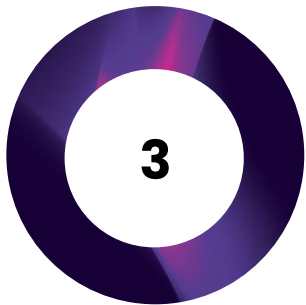
# Contents



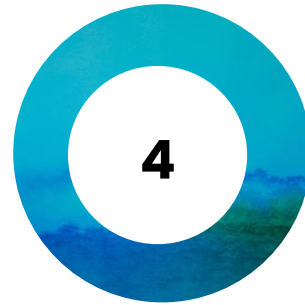
Introduction



Use of the  
Relay UK  
Service



Satisfaction  
with the Relay  
UK Service



Satisfaction  
with the  
Website and  
Helpdesk



The impact of  
withdrawal of  
NGT Lite



Conclusions and  
recommendations



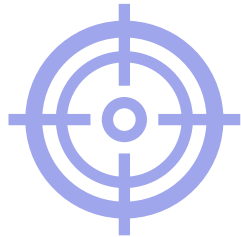
# 1

## **Introduction**

- **Background and objectives**
- **Approach to data collection in 2022**
- **Executive summary**

# Background and objectives

The overall objective of the research is to measure the user experience of the Relay UK Service, evaluate against previous waves of research and also assess the impact of the withdrawal of the NGT Lite App



Understanding methods of access and usage patterns of Relay UK

Service experience – satisfaction, ease and reliability

The impact of the withdrawal of the NGT Lite App

Experience and satisfaction with support services – website and Relay UK Helpdesk



# Satisfaction research 2022

The approach mirrored that of 2020 to ensure comparability of results.



## Methodology

- This wave of research consisted of a 10–15-minute online survey (BSL offered)
- Recruitment was conducted through support organisations, the Relay UK website and snowballing.
- Participants who took part in the 2020 wave of research were reinvited to participate if they consented to be recontacted.
- The survey ran from 17th September to 14<sup>th</sup> October 2022
- 178 completes were achieved in total



## Sample

Participants were made up of those who have used the Relay UK service within the last 12 months

Users self-classified as one of the following:-

- Deaf (this includes a range of terms for example Deaf/deaf and deafened)
- Deafblind
- Hearing impaired (this encompasses those who would categorise themselves as hard of hearing or with some form of hearing loss)
- Speech impaired
- Those who are not deaf, hard of hearing or speech impaired but who use the text relay service in a professional capacity or to communicate with friends or family
- Cannot hear speech over the telephone
- Can hear some speech over the telephone

# Executive summary

Overall satisfaction with Relay UK is at its highest since user research commenced (92%)

Relay UK usage has returned to similar levels seen in 2018. 80% are at least weekly users. Daily users are the most satisfied and encouraging more regular use will improve customer perceptions.

Usage of the Relay UK App has increased significantly whilst NGT Lite usage is now at a very low level, making it an opportune time to withdraw the NGT Lite app.

Most customers have no suggestions for improving the service. A minority of users believe that wait times and broader awareness amongst non-users could be improved.



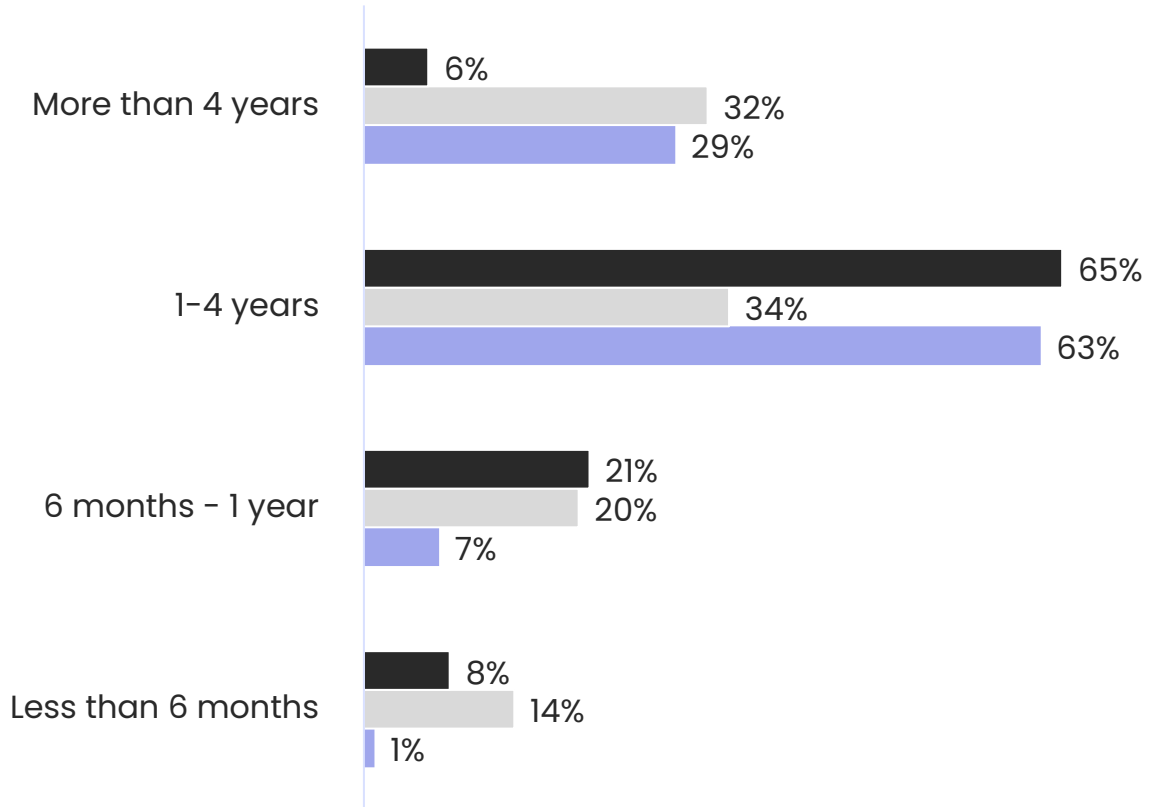
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# **Use of the Relay UK Service**

# There has been a decline in those starting to use Relay UK within the last 12 months but almost half of users joined within the last 2 years

## Length of time using the Relay UK service

46% have been using the Relay UK Service for less than 2 years



It has truly proved to be a lifeline to me and my husband over the years.

I feel they are "the original" so I feel loyal

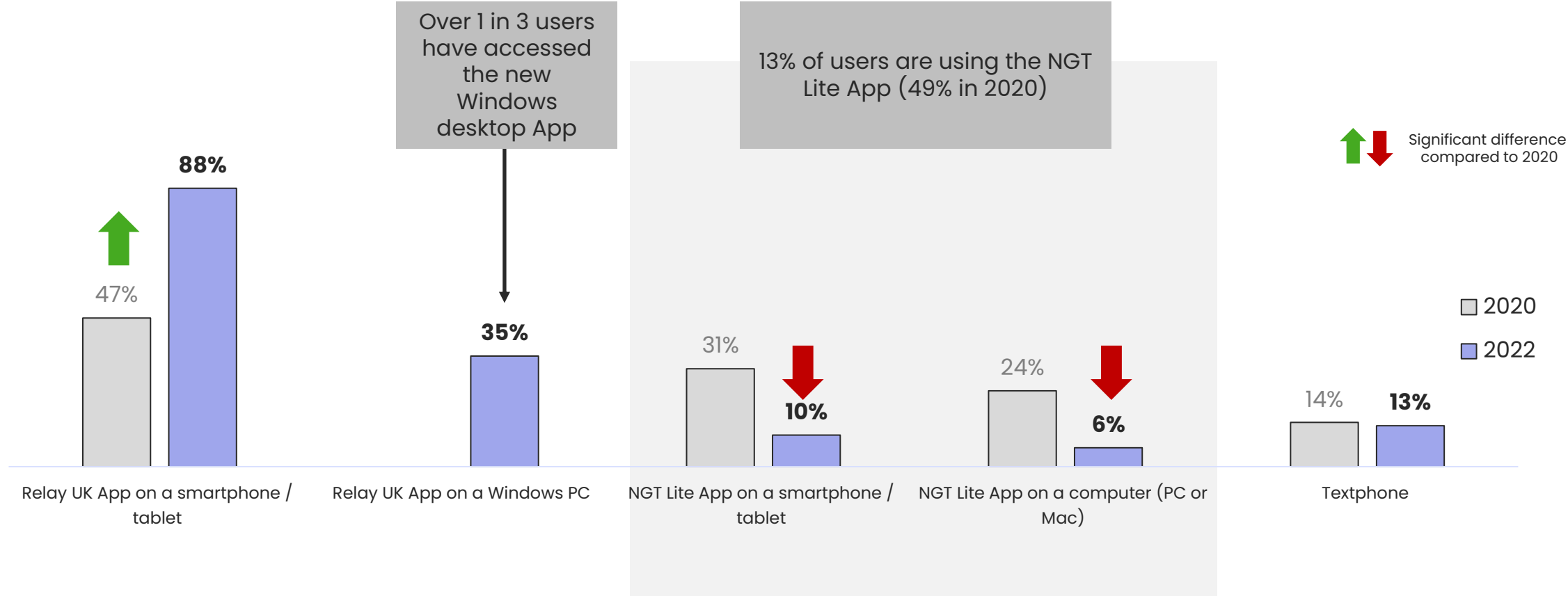
■ 2018 ■ 2020 ■ 2022

BT Relay Satisfaction Research 2022: All participants: 2018 (431) 2020 (225) 2022 (178)  
13. How long have you been using Relay UK Service for?.



# Usage of the Relay UK App has increased by 87% whilst usage of the NGT Lite App has declined significantly. This will inevitably soften the impact of this app's eventual withdrawal

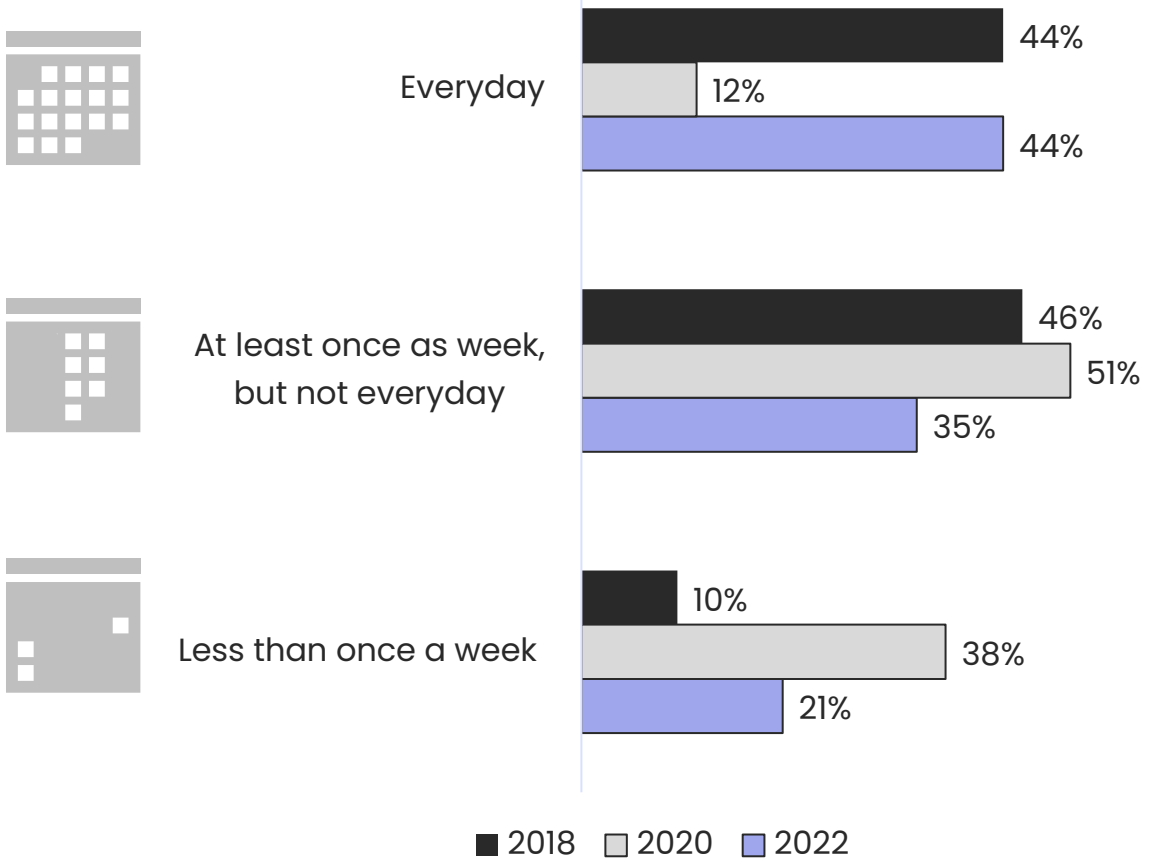
## Service and device used



BT Relay Satisfaction Research 2022: All participants. 2020 (225) 2022 (178)  
 14. Which of the following have you used, either currently or in the past 12 months?

# Everyday usage has returned to similar levels to 2018. The impact of COVID-19 was significant.

## Frequency of using the Relay UK service



### The impact of COVID-19

Frequency of use of Relay UK was impacted significantly by COVID-19 and its associated measures, including :-

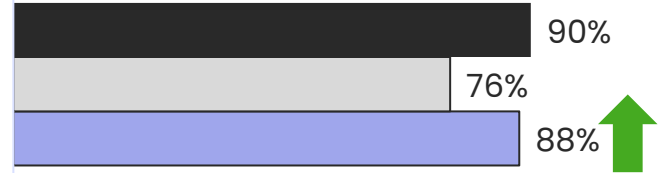
- The **furlough scheme** reducing the need for professional communications
- Lockdown measures resulting in the **closure of businesses** ordinarily contacted for products/services
- The increased usage of **video-conferencing software** (Zoom, Microsoft teams etc)

BT Relay Satisfaction Research 2022: All participants: 2018 (431) 2020 (225) 2022 (178)  
 13. How often do you use the Relay UK service involving a relay assistant/operator, including both making and receiving calls?

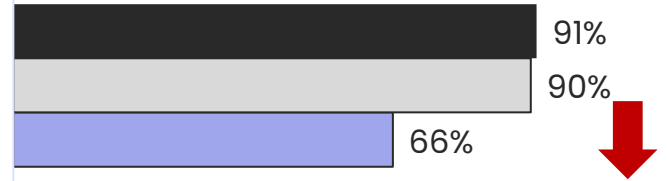
# Usage for contacting family and friends has increased whilst use for business and services has declined.



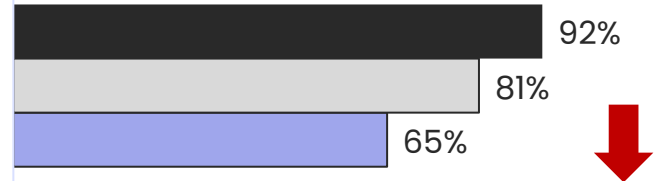
Friends and/or family



Services



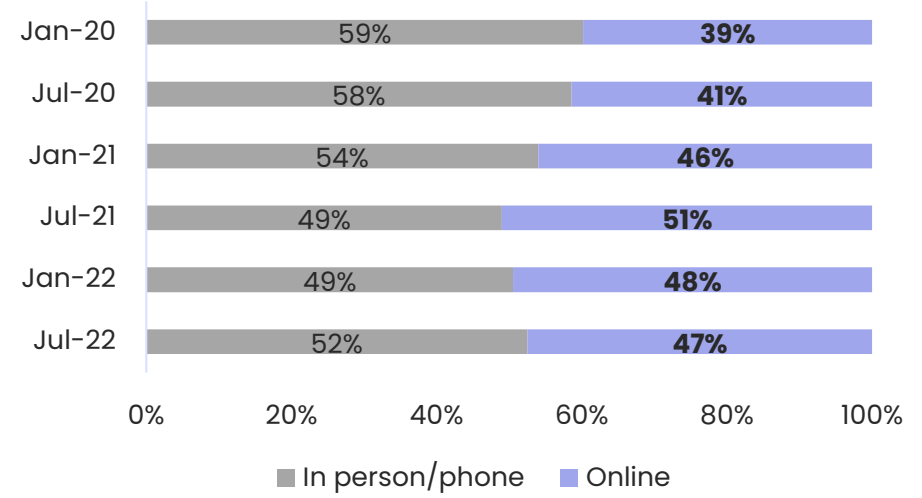
Work/colleagues



■ 2018 ■ 2020 ■ 2022

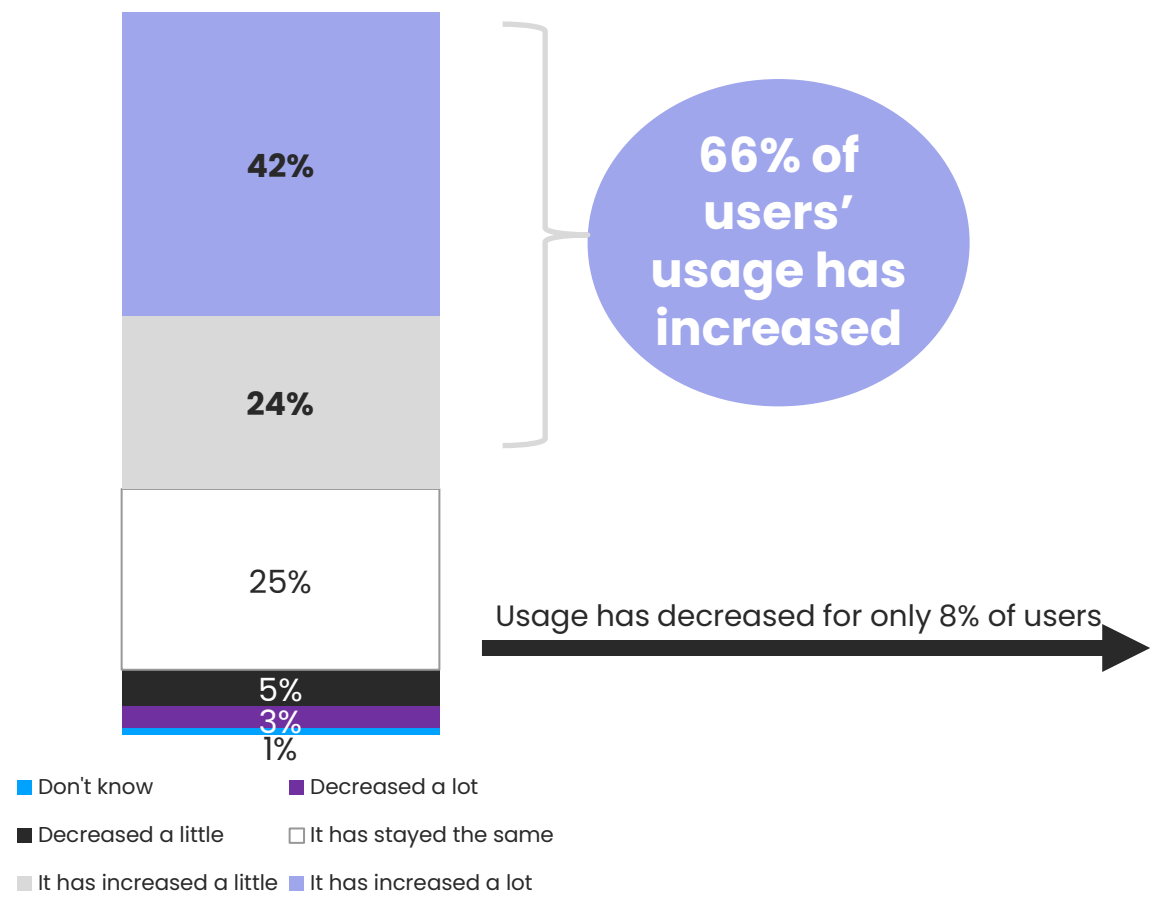
Significant difference compared to 2020

Independent research\* shows that the impact of COVID-19 is evident in how customers interact with businesses – with an increase in online interactions being observed.



# Two thirds of users are using the platform more frequently than 12 months ago. Those using the platform less do not cite service satisfaction as the reason.

Change in usage of Relay UK in the last 12 months



## Why has usage decreased for 8% of users?

### Third parties/awareness

“Primarily because the organisations I call are **not aware of Relay UK** and often decline my call. I usually find an alternative way to make contact to avoid the frustration.”

“People and company employees (call centres) **still dislike relay calls**, they take 2-3 times longer than a voice call, as the operator makes no notes during the call and can't recall earlier parts of the conversation”

### Online onboarding

“More resources are accessible for example some service do provide **live chat** but not access to all areas.”

“I only use Relay UK for potentially difficult calls, such as businesses which are likely to have lots of menus to navigate through. Also **more companies are doing live chat** and other methods of communicating.”

“Other technology and talking to people on **their business's platform**”

BT Relay Satisfaction Research 2022: All participants 2022 (178)  
 F1. Thinking about your usage of the Relay UK service in the last 12 months compared to a year ago would you say that...?

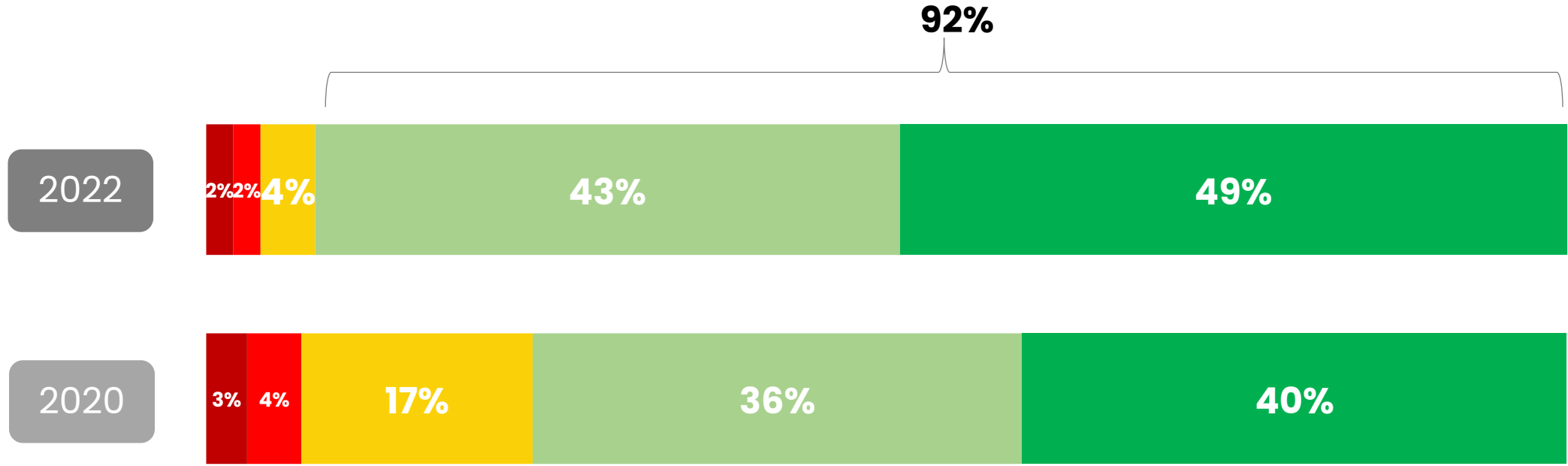


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# **Satisfaction with BT Relay UK**

# **Overall service satisfaction**

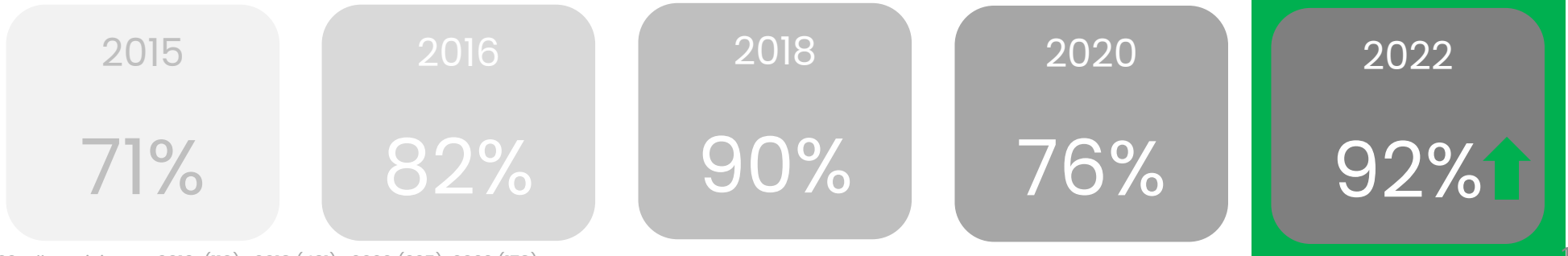
# 2022 represents the highest level of satisfaction on record. Almost half of users are very satisfied with the service.



■ Very dissatisfied  
 ■ Fairly Dissatisfied  
 ■ Neither satisfied nor satisfied  
 ■ Fairly satisfied  
 ■ Very satisfied

↑ ↓ Significant difference compared to 2020

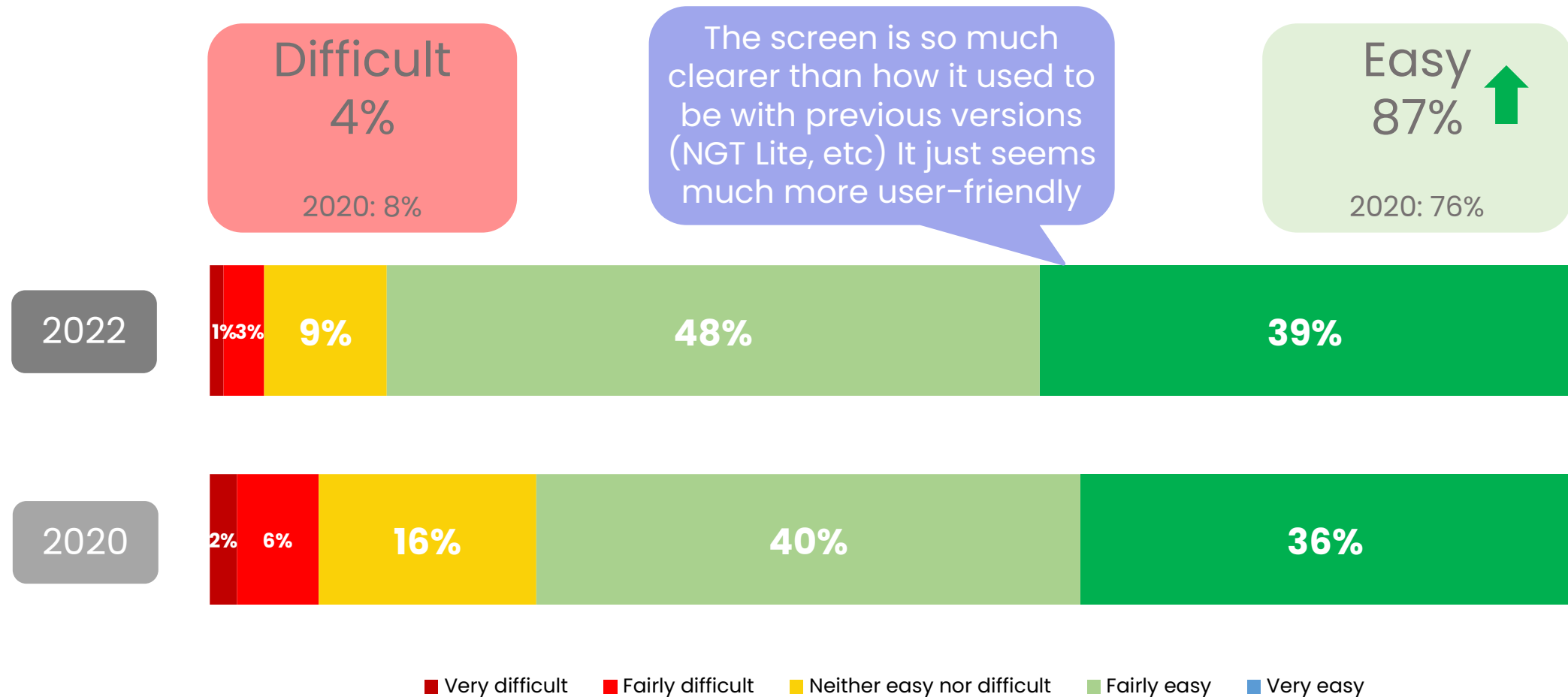
Overall satisfaction (Top 2 Box Satisfied)



BT Relay Satisfaction Research 2022: All participants: 2016 (110) 2018 (431) 2020 (225) 2022 (178)

II. Thinking about the Relay UK service in general, how satisfied or dissatisfied are with the service overall?

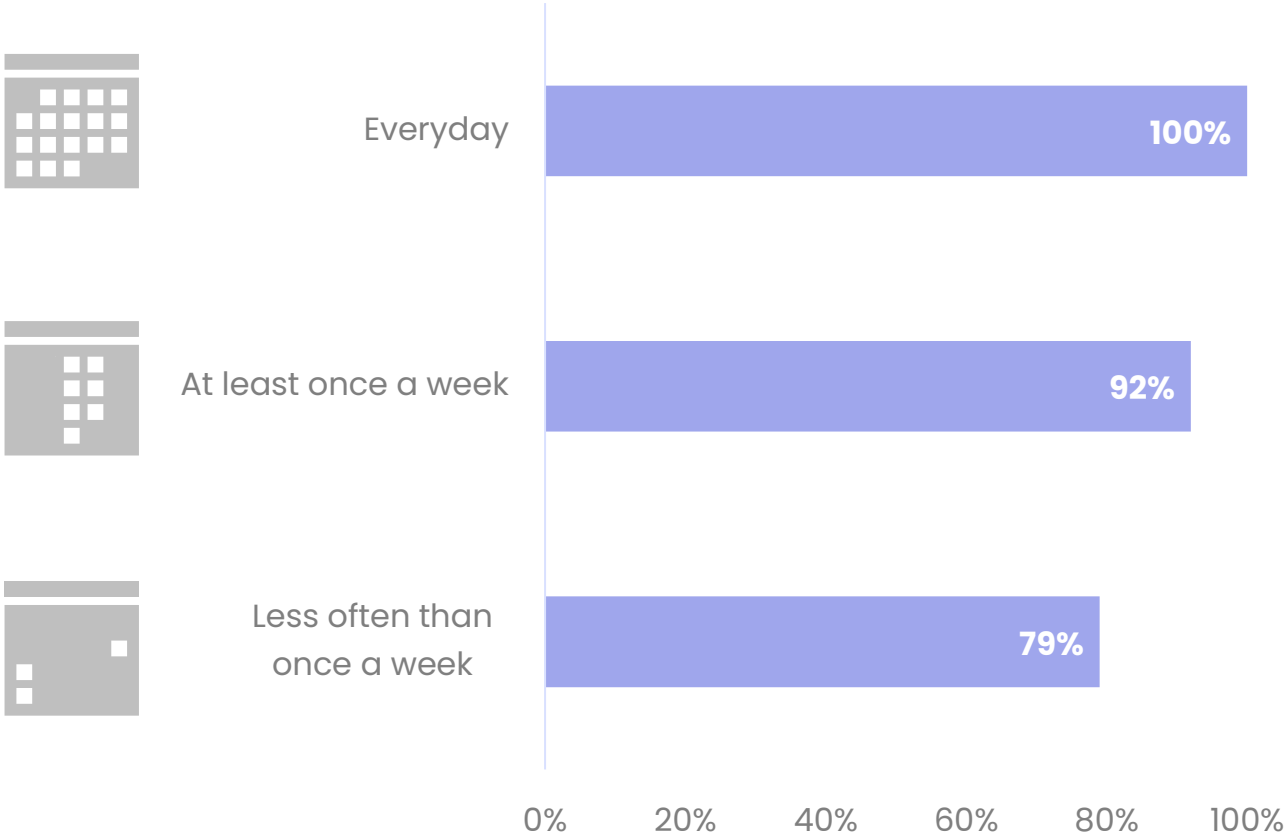
# In addition to being more satisfied, customers are finding Relay UK easier to use. Only 4% of users consider the service difficult to use.



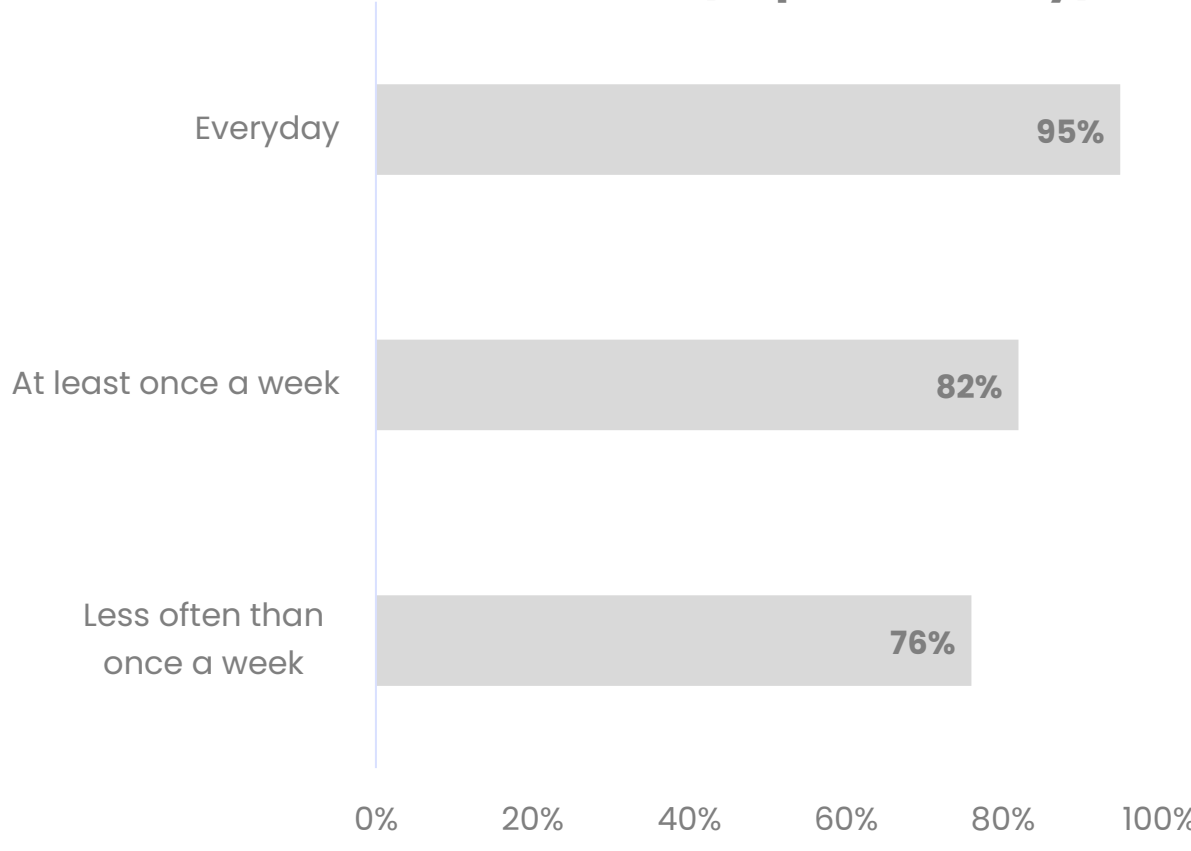


# Customer perceptions are linked to their frequency of use. Customers using the service the most regularly are the most satisfied.

### Users who use the service every day are most satisfied (Top 2 box satisfied)



### Similarly, everyday users find Relay UK the easiest to use (Top 2 box easy)

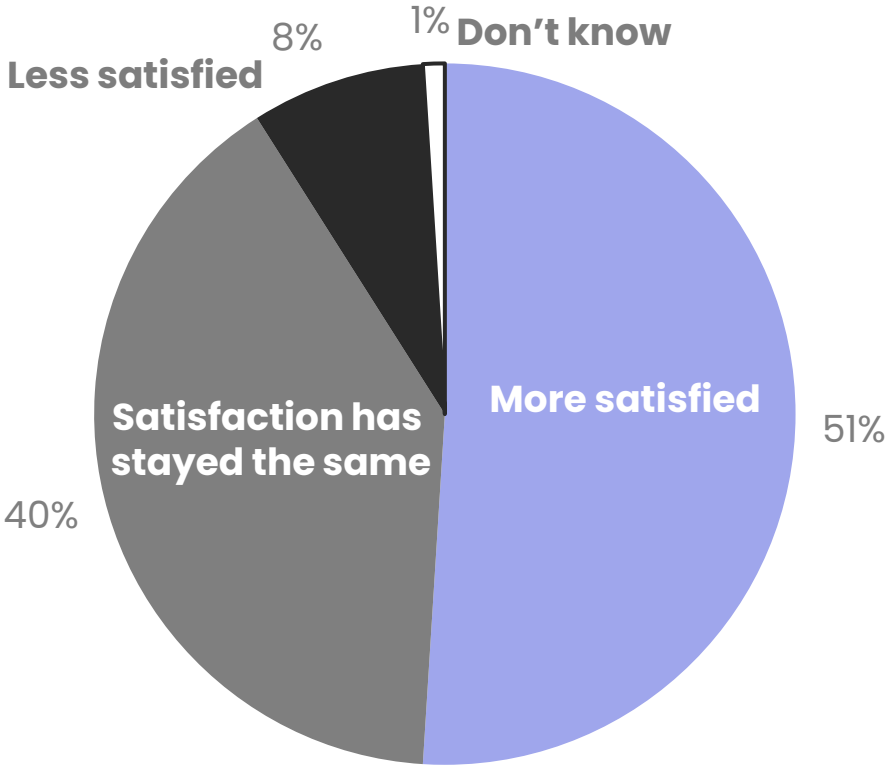


BT Relay Satisfaction Research 2022: All participants. 2022 (178)

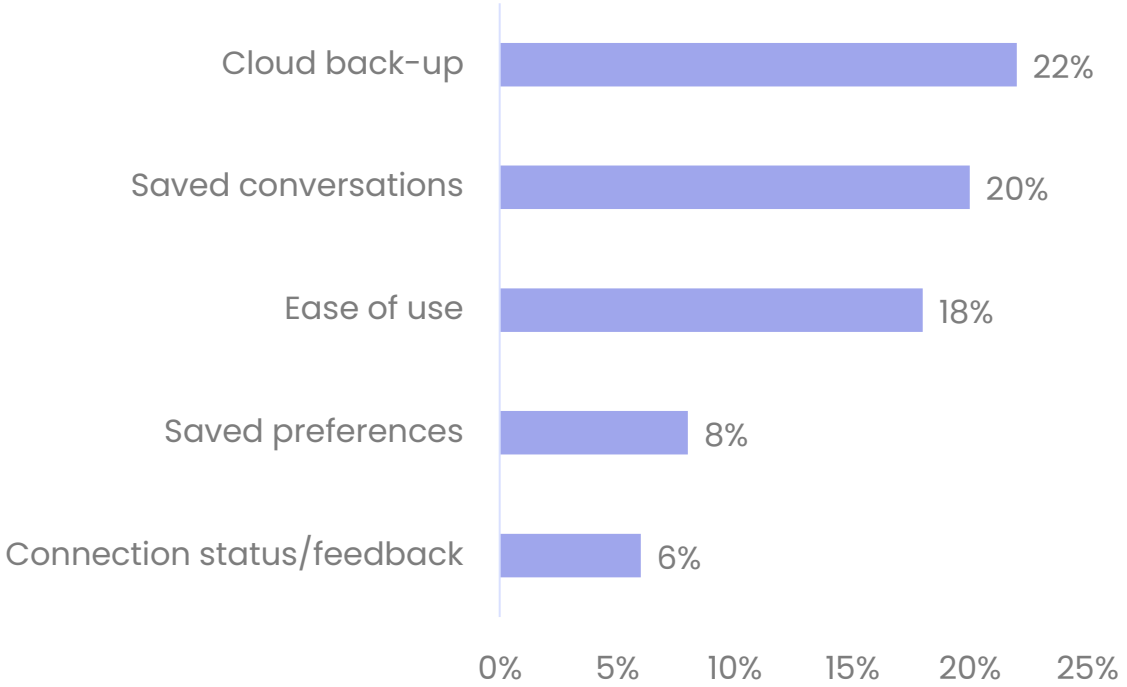
11. Thinking about the Relay UK service in general, how satisfied or dissatisfied are with the service overall? 13. How often do you use the Relay UK service involving a relay assistant/operator, including both making and receiving calls?

# Over half of participants are more satisfied than 12 months ago, with newer features being key reasons for their improved satisfaction.

### Has your overall satisfaction changed in the last 12 months?



### Why are you more satisfied than 12 months ago?



BT Relay Satisfaction Research 2020: All participants. 2022 (178)

C1\_3. Has your overall satisfaction changed throughout the past 12 months? C1\_3a What is it about the service that makes you more satisfied with the Relay UK Service than you were 12 months ago?

# The minority are less satisfied than 12 months ago. Those who are less satisfied are unhappy with wait times and issues occurring during their call



## Wait times

“**Waiting** for the relay assistant to join”

“Longer **wait times** for connection which misses the options on”  
the call.

“I feel that it takes **longer for a call to be answered**, but to be fair  
I've not used Relay UK much lately, so may just have been  
unlucky.”

“**Longer delays** before operator joins call”

“It **takes longer to connect** to an assistant.”



## Issues during the call

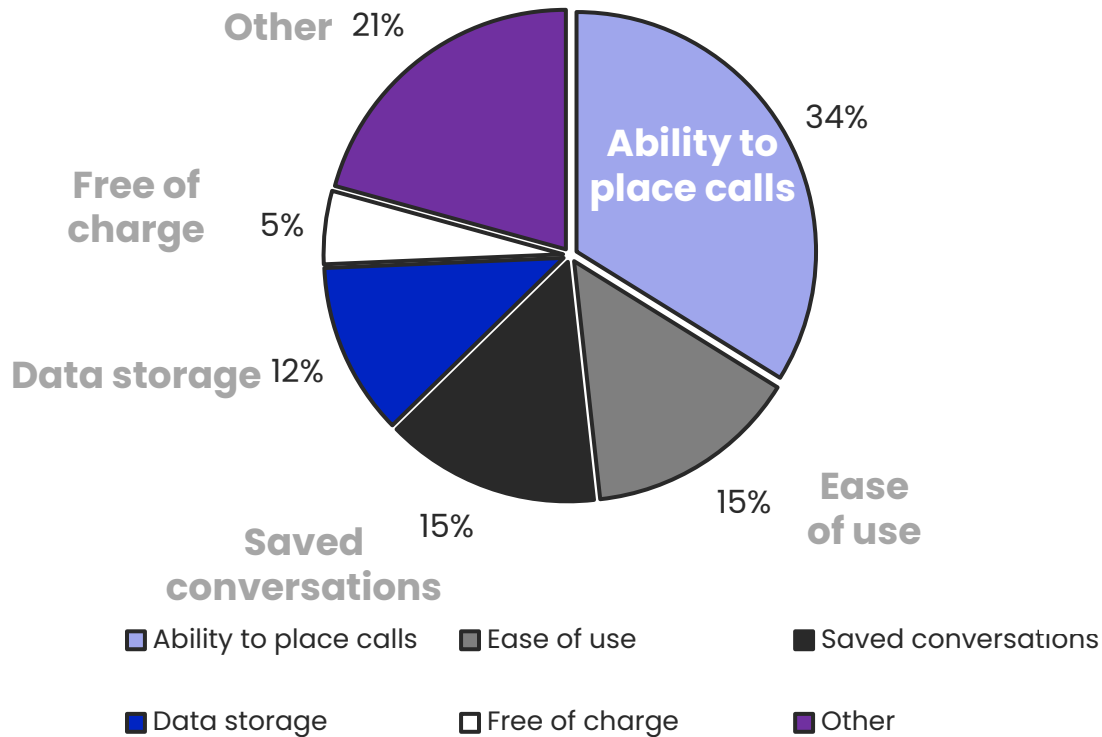
“The relay assistant defaults to hearing party to start so they  
**often hang up thinking it's a spam call** without a chance for  
me to explain or introduce myself”

“Operators repeatedly **interrupt calls** without telling me so I  
think the line has gone dead.”

“Annoying when relay assistant types over you when you are  
replying, like to break into your conversation and not waiting for  
[“go ahead”] before typing. Makes conversation jumbled and  
you have to ask for repeat. Should wait for GA before typing  
and **not interrupt a conversation**. Assistant need to tell caller  
to wait till typing stops at GA before continuing. Happens a lot.”

# One in three users cite Relay UK's primary function as their favourite feature. Users don't underestimate the importance of the service.

## What do you like most about Relay UK?



# Relay UK continues to serve as an indispensable and invaluable resource to its users. Many consider the service a lifeline, preserving their independence

*It **helps deaf people like me to do anything** ...  
Otherwise we wouldn't be able to be independent ourselves*

*I can **easily and confidently contact businesses** on the phone. Since my cochlear implant I can use the telephone myself to contact friends, but call centres etc defeat me.*

*Enables me to make calls **without the need to ask someone** to do it on my behalf.*

*It makes me feel **very independent**, that I can use this to make calls for myself*

*Provides access which **reduces reliance on family and friends** to make calls for me - gives me independence*

*It provides me with a **lifeline to people***

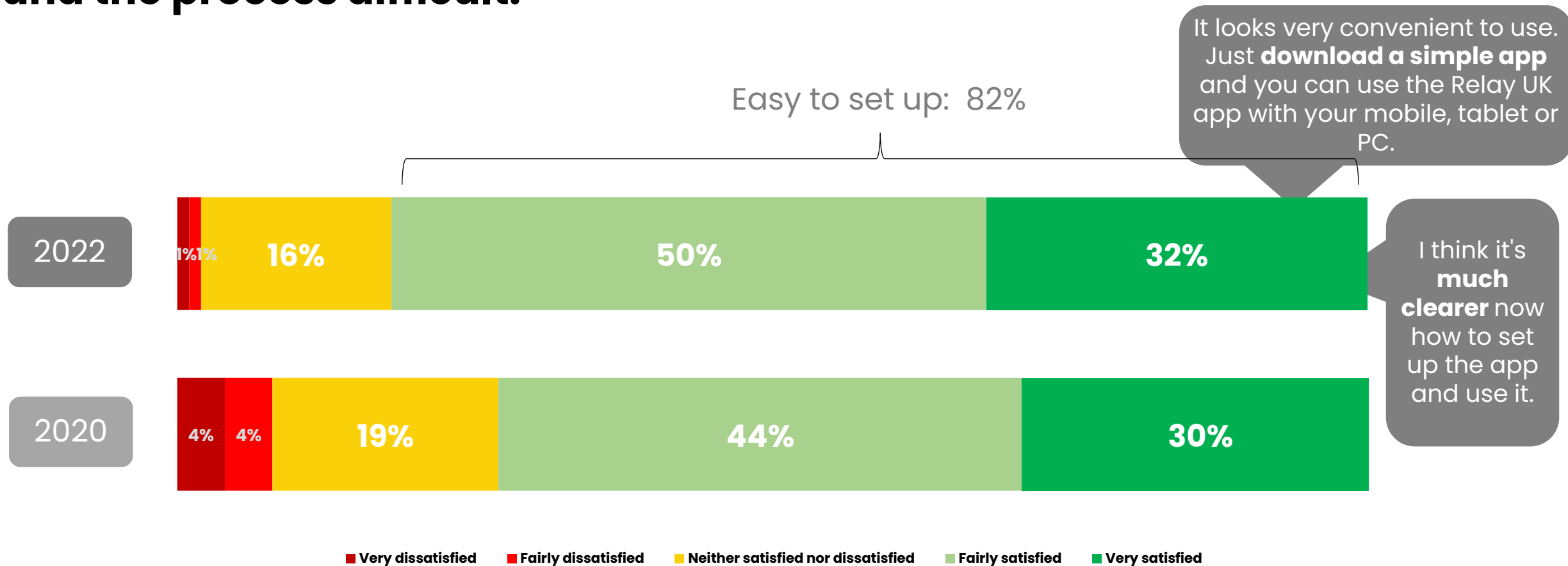
*Before had to give [a] list for [my] husband to make calls. **Now I feel I have more control** over who and when I can call people*

*A **private vital communication** for me. I prefer to speak to convey voice emotion but as a lip reader, the service is literally my only way of making and receiving a call...It has truly proved to be **a lifeline to me and my husband** over the years.*

***Massive help** for the Deaf to communicate to various companies rather asking someone else to do to [a] voice call.*

# **Onboarding satisfaction**

# 82% of users found the set-up process straightforward. Only 2% participants found the process difficult.

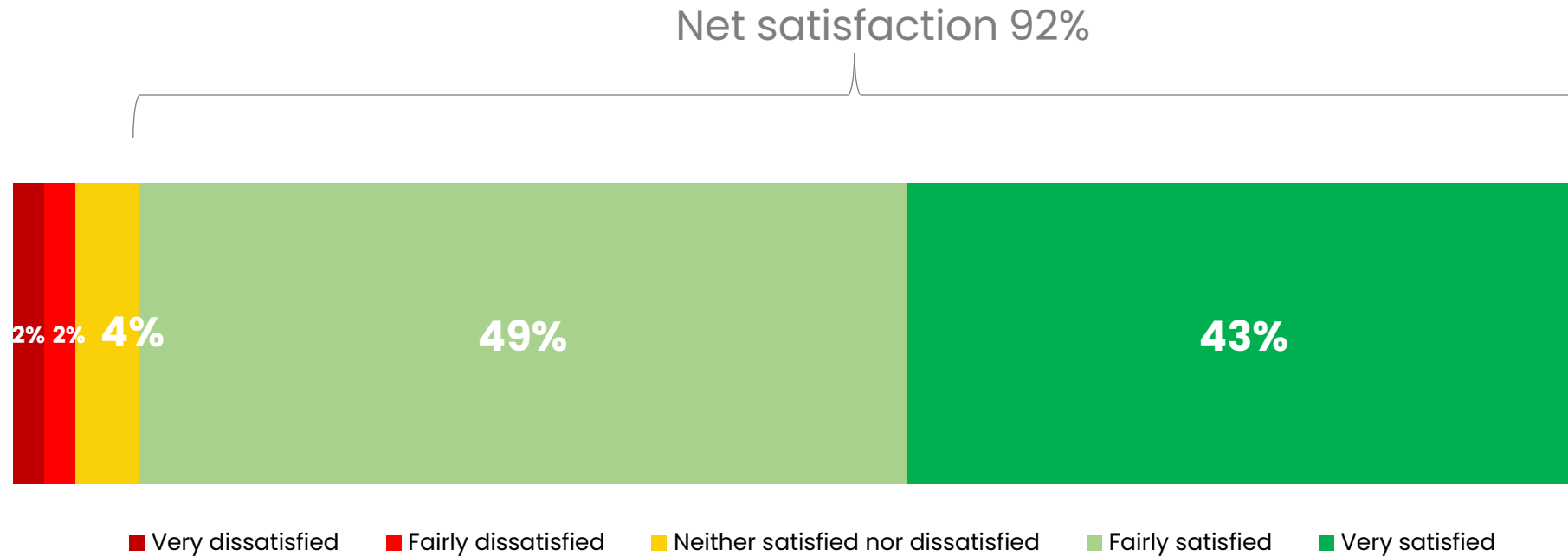


As with any IT/device/Apps **glitches are part and parcel of trying to set up**/download anything. It's difficult to anticipate the issues that may occur in order to prepare an instruction video. **Apple devices tend to be more straight forward** and fewer issues than Samsung/google etc. It puts people off trying to get it working and people just give up

# **App satisfaction**



# Satisfaction with the app is similar to overall satisfaction. Customer testimonials about the app further underline that Relay UK is not just "another service"

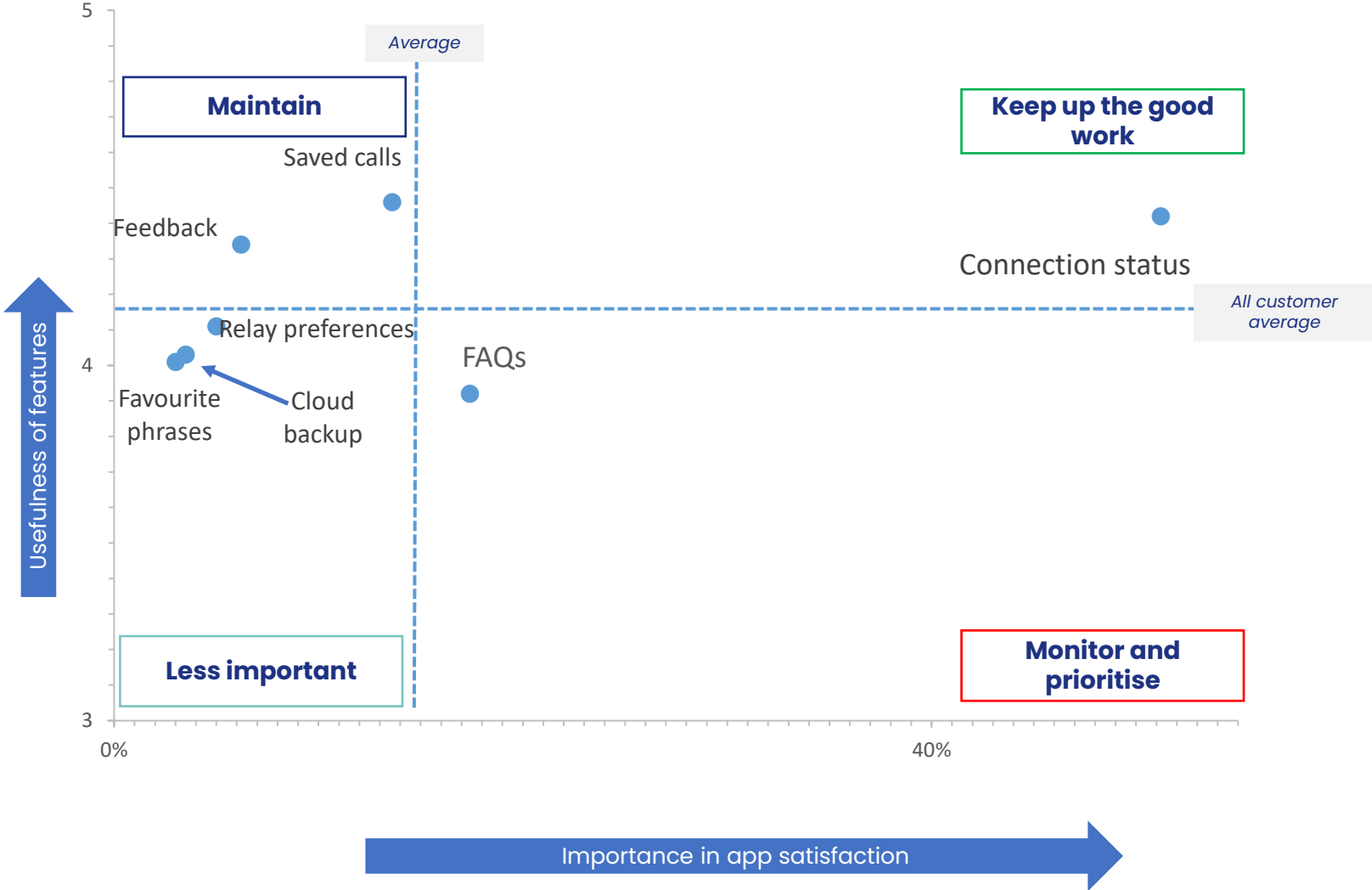
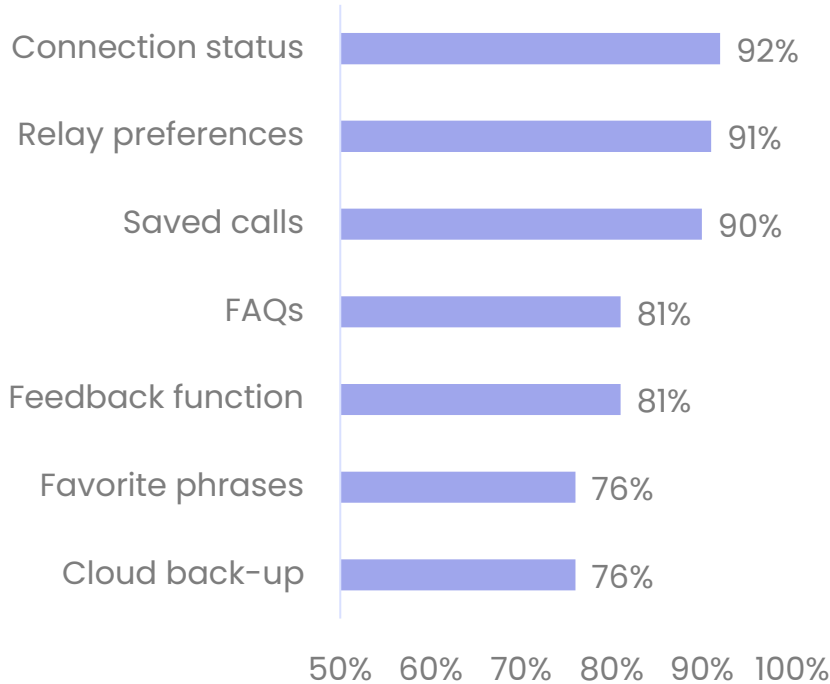


The app is excellent. [You can] take your mobile phone anywhere there is internet or get it on your SIM card package and receive and make calls through the BT relay system.

This app has changed my life as somebody with Auditory Processing Disorder, and being Autistic with mutism, phone calls were impossible and I was feeling like such a burden constantly asking for calls to be made on my behalf by family and friends, but this app changes all of that.

# The connection status function is used by 97% of users and is considered the most useful and important feature of the app

## How useful are the following features?



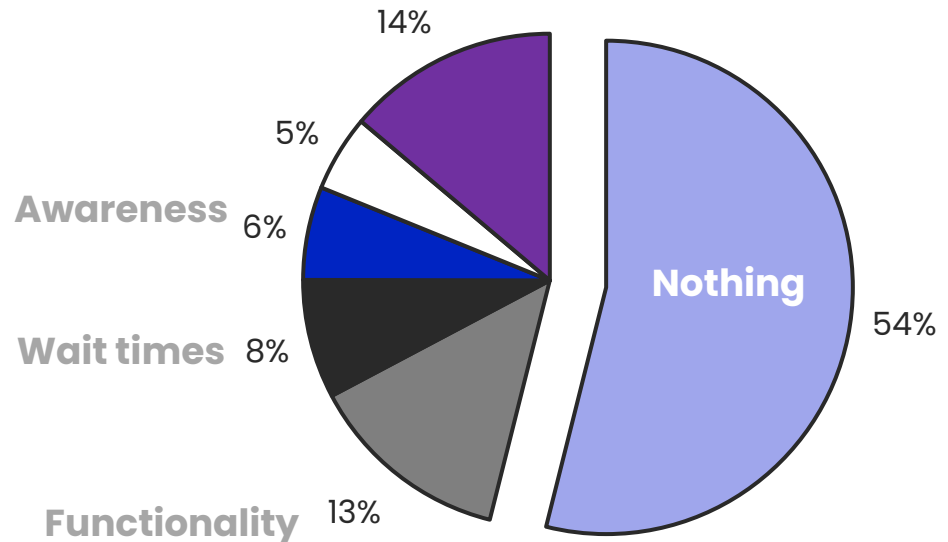
BT Relay Satisfaction Research 2022: All participants using app. 2022 (164)

C1\_5\_1 How useful do you find the following features of the Relay UK app? C1\_4 : Taking all aspects of the Relay UK app into consideration, how satisfied or dissatisfied are you overall with the app?

# **Service improvements**

# Over half of participants proposed no improvements to the Relay UK service. There is little consensus over improvements to functionality but some on service awareness and wait times.

What do you think could be improved about the Relay UK service?



- Nothing
- Wait times
- AI services
- Functionality
- Awareness
- Other



*I think it's perfect now*

*I'm not sure as I love it as it is*

*Stay forever please do not close down*

# Users would like to see greater awareness of the service and its functionality in order to improve their experience.

It **doesn't work with call centres** because by the time the operator types out all the options to connect it's too late. It also doesn't work with conference calls for work. I would remove the auto voice announcement and choose silent typing option because announcing the disability is embarrassing and **leads to businesses hanging up** as they think it is spam.

That **more places know about it** i.e. my doctors. Also their system wasn't compatible and they couldn't ring me back but this was a while back

**More PR** especially with the main companies such as banks - **more training**.

The **one big problem I have found is callers who are unfamiliar with it**. I have learnt to explain at the very beginning to new users that what they say is typed onto my screen phone screen so that I can read what they are saying. During that time there will be silence. I will then reply as I am able to speak to them directly. They must not speak while I am speaking as I won't be able to understand them but they must wait until I say "Go ahead". If I give that explanation, all goes smoothly. If I don't do that, then one of two things happens: **they either put the 'phone down** because they assume that I've gone away, or they try and speak while I'm speaking.

## Service Awareness

**Inform all agencies about it** e.g. my GP surgery did not have a clue about the service

I think **greater publicity is important**. The hearing world is largely unaware of its existence

Not relay but **education of doctors and government departments** in how the service works

I want all hospitals dentist and GP surgery to use it [so] if they **show them how to use it**

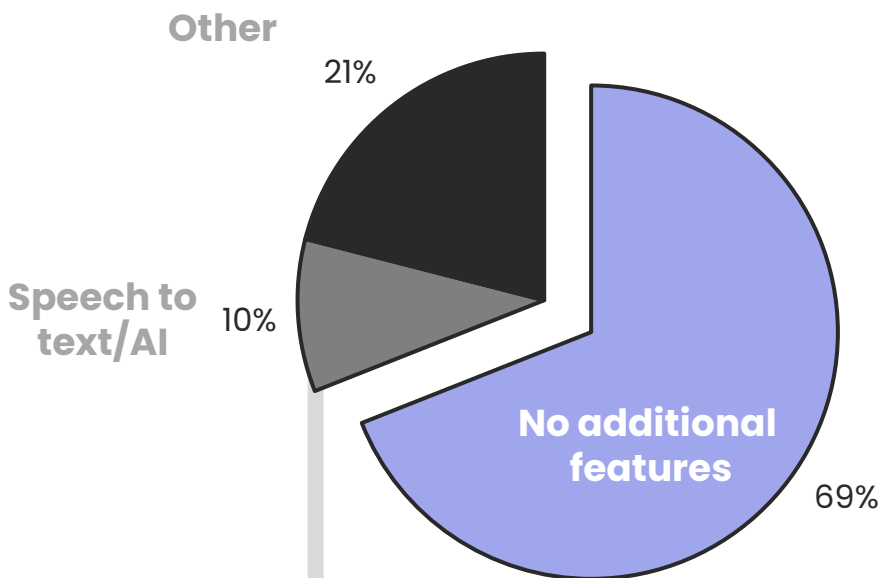
Whilst **most 'institutions' say they accept Relay calls there is still a large number of those taking the call who have to refer to their manager** to see if they can take the call

# Nobody enjoys waiting...



# Over two thirds of users feel that Relay UK has all the features that it needs.

Are there any additional features and services that you feel Relay UK should be offering?



*Move to speech to text software. The tech has come on leaps in the last few years we shouldn't be using a 3rd person for calls*

*I would look into AI technologies that allows computers to convert speech into text as it's faster and allows the caller to be more independent without an assistant joining the call*



4

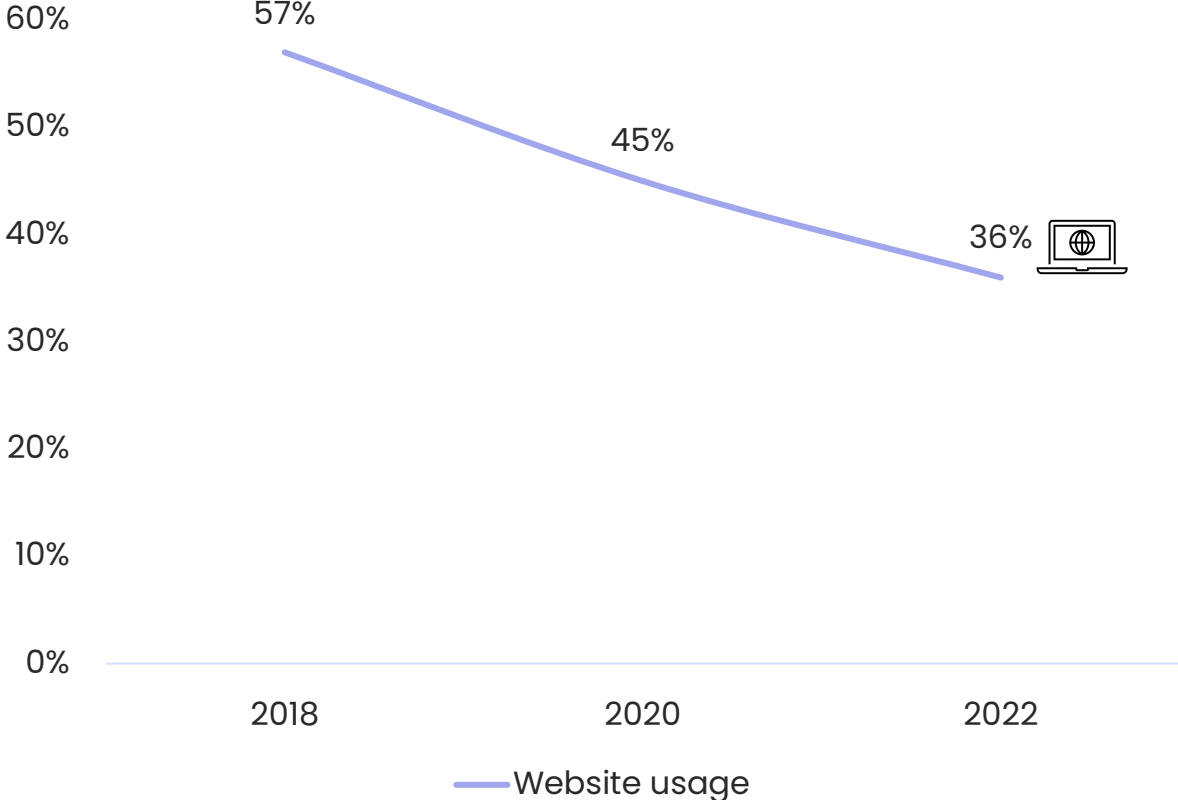
# **Website and Helpdesk satisfaction**



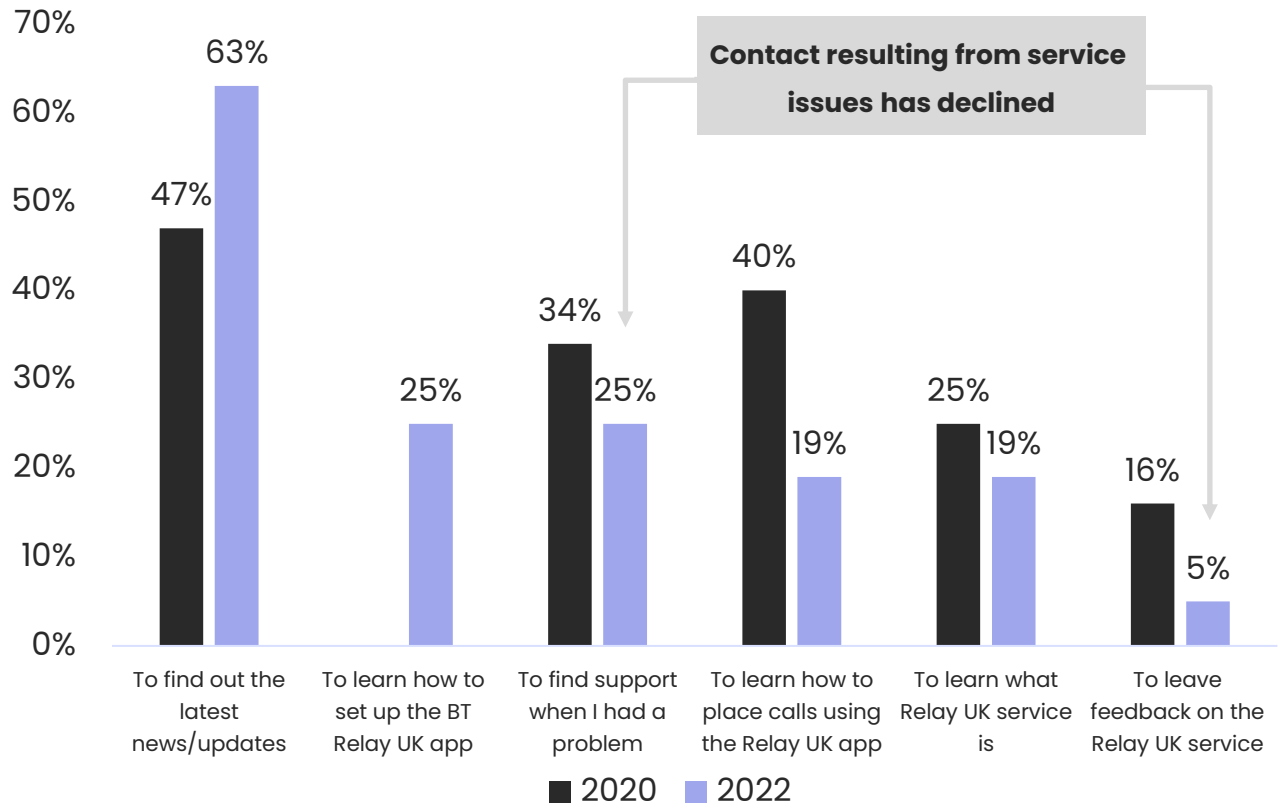
**Relay UK website**

# Reliance on the Relay UK website has reduced significantly since 2018. Fewer users are visiting the website to report problems or leave feedback

Users visiting the Relay UK website within the last 12 months



What were your reasons for visiting the Relay UK website?

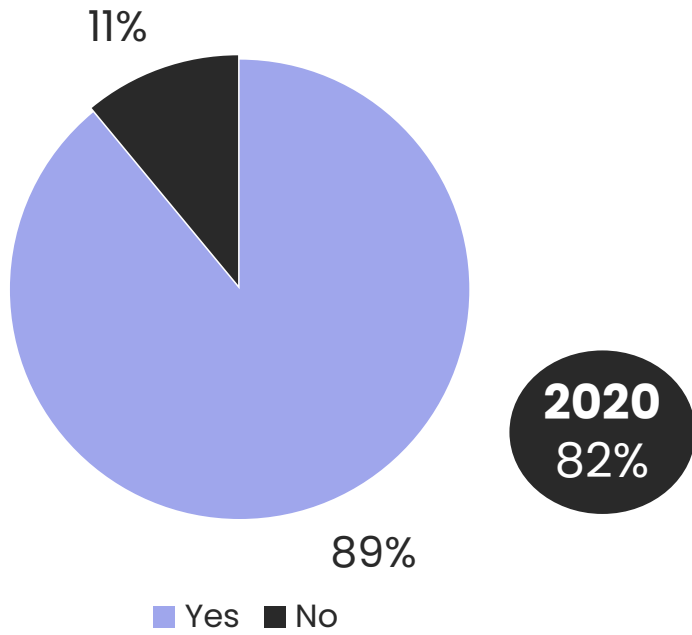


BT Relay Satisfaction Research 2022: All participants. 2022 (178). Using website (64) **CAUTION LOW BASE SIZE**

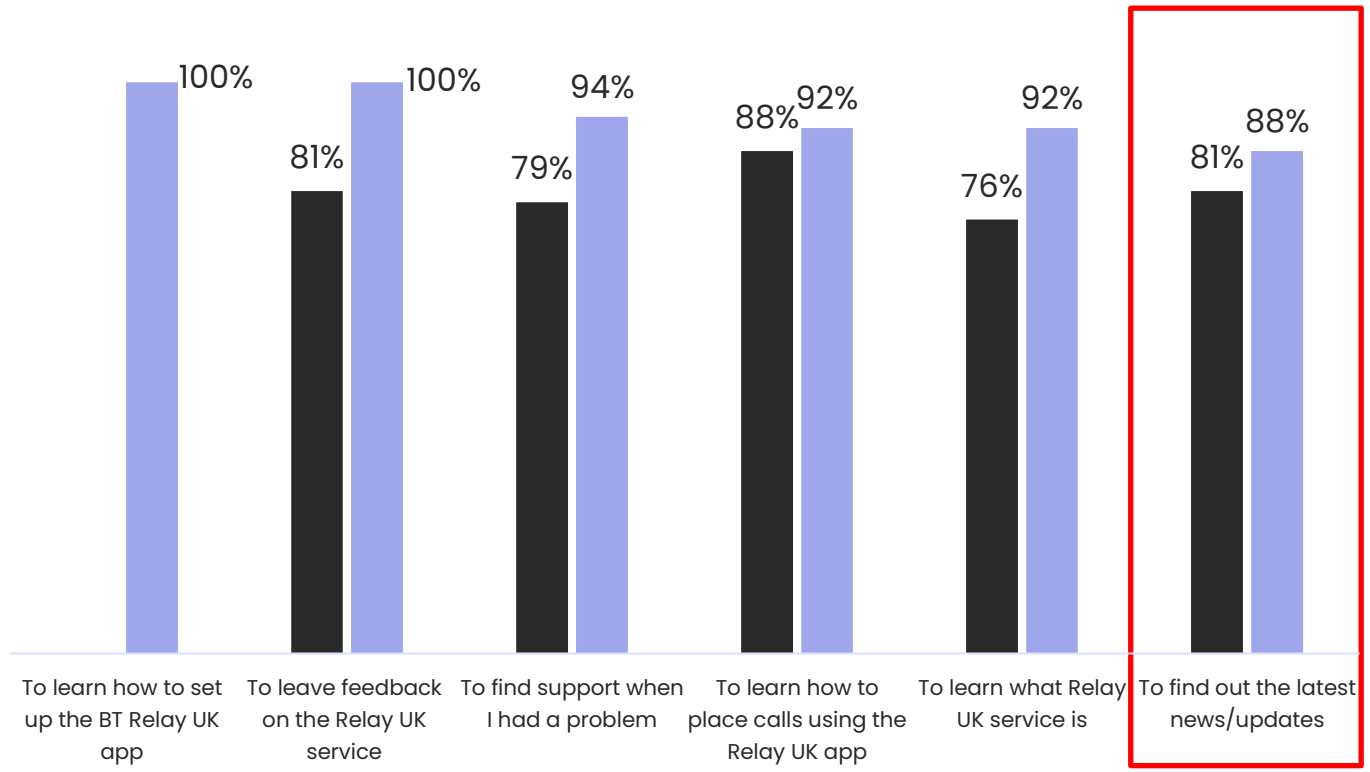
Ela. Have you visited the Relay UK website in the last 12 months? EI\_1 What were your reasons for visiting the Relay UK website (www.relayuk.bt.com) in the last 12 months?

# Customers are finding it easier to search for and access the information and support that they need on the website.

Did you find the information/support that you were looking for?



% of users who found what they were looking for



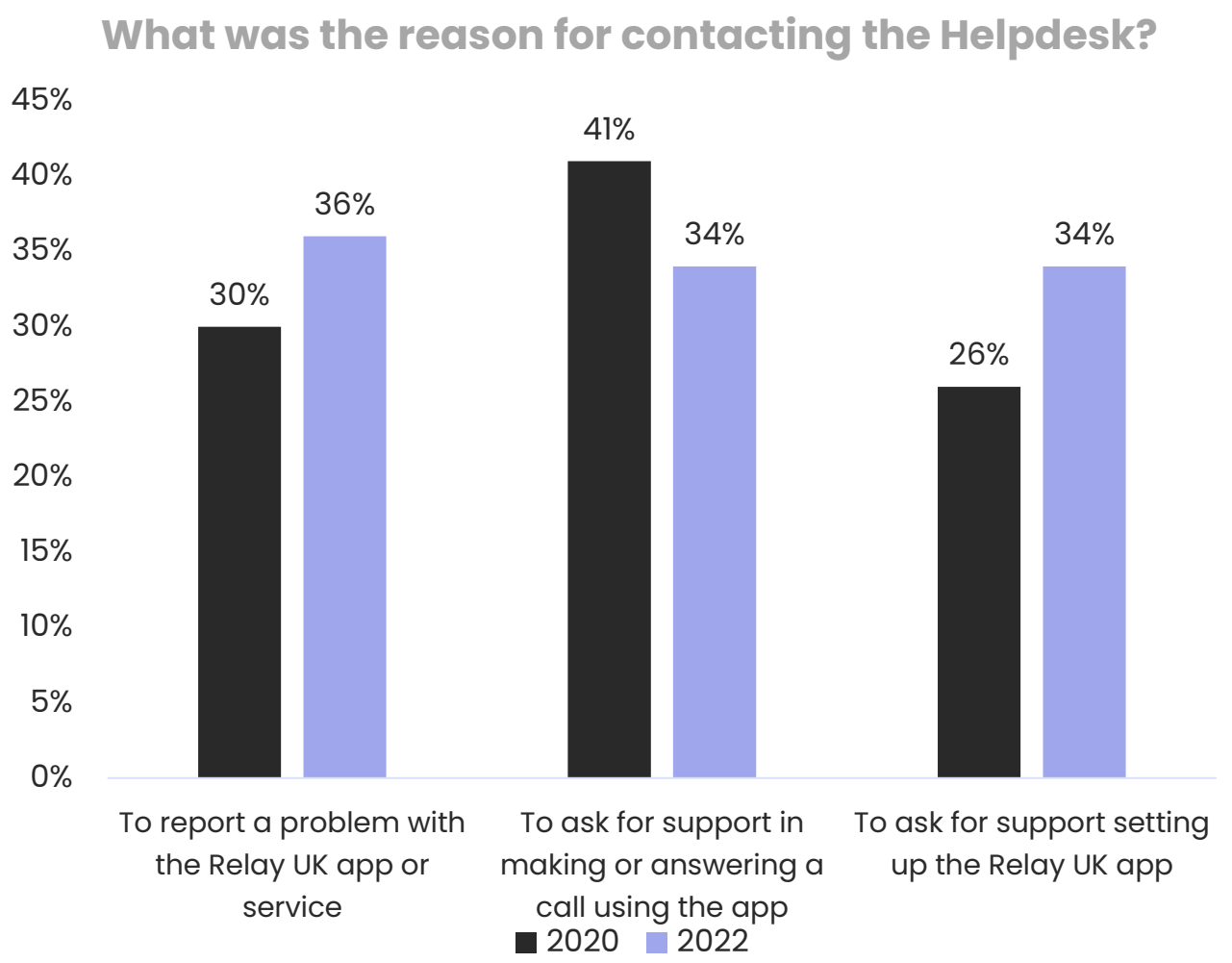
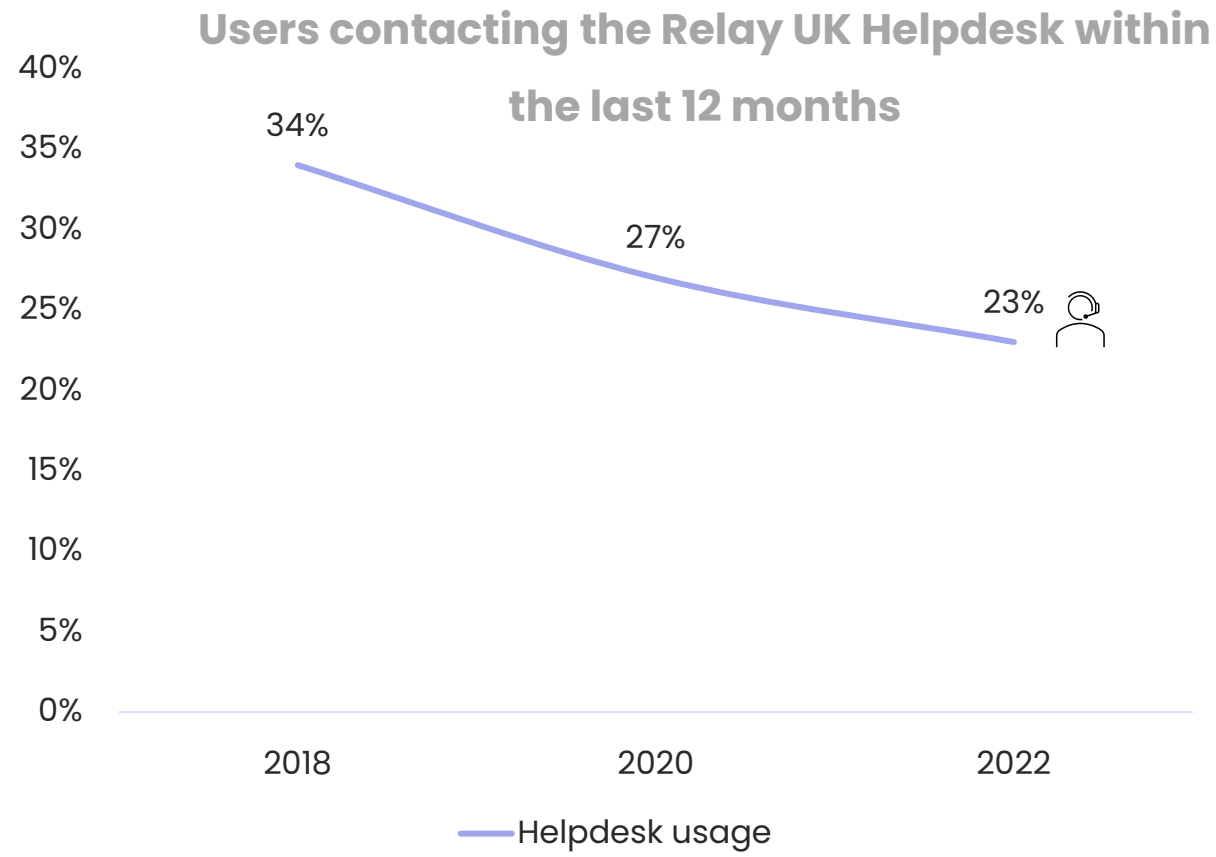
Most common reason for visiting website

BT Relay Satisfaction Research 2022: All participants. 2022 (178). Using website (64) Ⓢ CAUTION LOW BASE SIZE

E1a. Have you visited the Relay UK website in the last 12 months? E1\_1 What were your reasons for visiting the Relay UK website (www.relayuk.bt.com) in the last 12 months? E5. On your most recent visit to the website did it provide the information/ help/ support you were looking for?

# **Relay UK Helpdesk**

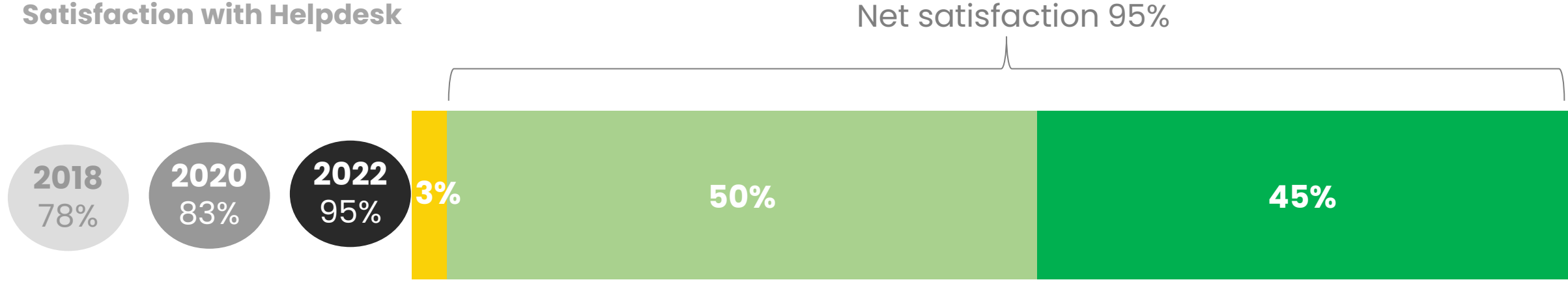
# Similarly to the website, reliance on Helpdesk support has declined from previous waves of research.



BT Relay satisfaction research 2020: All participants using Helpdesk: 2020 (61) 2022 (41) **CAUTION LOW BASE SIZE**  
 C8 : Have you contacted the Relay UK Helpdesk for support in the last 12 months? C8a\_1 What was the reason for contacting the Relay UK Helpdesk?

# Whilst base sizes are small – no users were dissatisfied with the service received from the BT Relay Helpdesk.

## Satisfaction with Helpdesk



■ Very dissatisfied ■ Fairly Dissatisfied ■ Neither satisfied nor satisfied ■ Fairly satisfied ■ Very satisfied

They are always polite and very helpful

When you encounter errors or use problems, you can always get the most timely answer

Best customer service

BT Relay satisfaction research 2020: All participants using Helpdesk: 2022 (41) ⚠ CAUTION LOW BASE SIZE

C8b : How satisfied or dissatisfied were you with the support you were given?

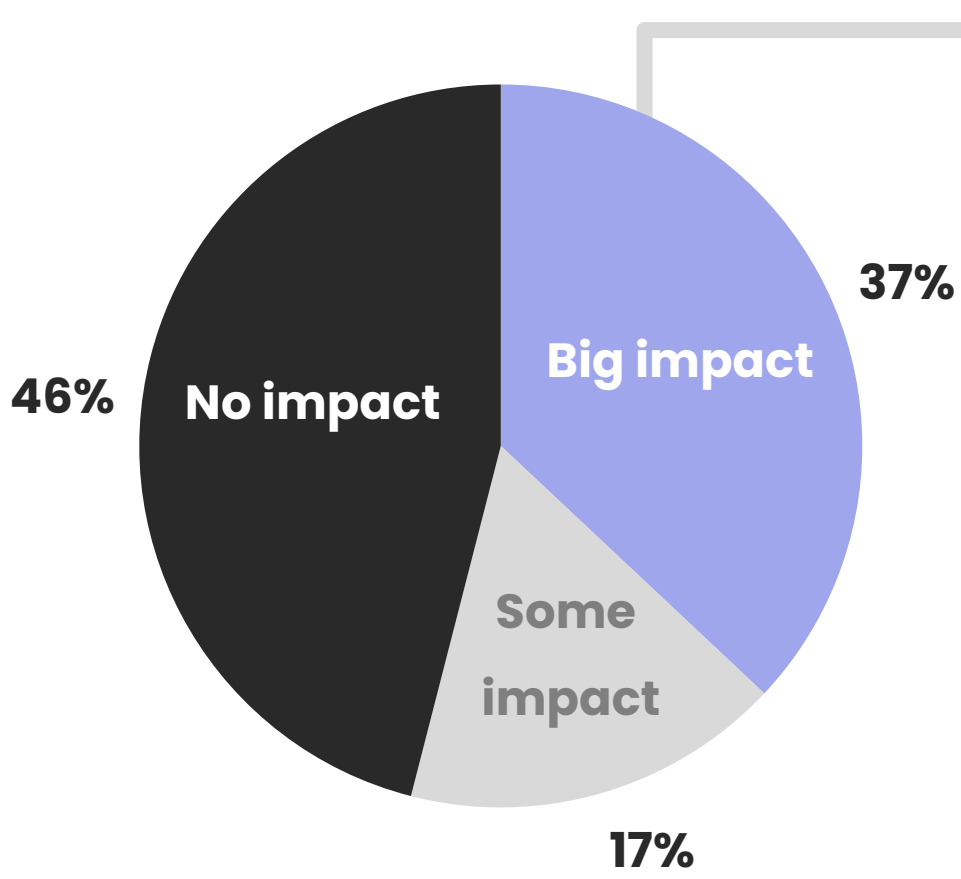


5

# **The impact of withdrawal of NGT Lite**

**With NGT Lite usage having fallen to 13% of users with exclusive users being even lower; those impacted significantly by its withdrawal is likely to be small.**

**Impact of the withdrawal of NGT Lite**



**Who will feel the greatest impact?**

Those with exclusive use of NGT Lite will feel the greatest impact. This represents 3% of users.

Whilst numbers are small, barriers to switching to Relay UK include:-

- Purported lack of awareness of Relay UK
- Convenience/resistance to change
- Ability to use on a Mac laptop



# The most serious barrier to onboarding NGT Lite users is the absence of an app available on Mac PCs. This could have serious implications for some users, albeit a small proportion of users.



## Awareness

As far as I am aware, it is the only service that I know of

It's the most recent isn't it?

Wasn't aware of any alternative.



## Indolence

Why bother to change what already works well?

Because I shall need to learn to use yet another electronic gadget. I'm swamped by them.



## Operating system

Prefer to use [a Mac] desktop computer as the screen and keyboard are much larger. As most of this type of telephone call is to 'institutions' I prefer sitting at my desk and can make notes. My hands are also not steady enough to hold comfortably a smartphone nor is the screen large enough.

# Based on customer comments, successful withdrawal the NGT Lite app will require:

1

## Communication

Ensuring that NGT Lite's withdrawal and its timing is effectively communicated to the d/Deaf community.

2

## Timetabling

Reassuring and confirming that the timing of the withdrawal avoids any service interruption for users (i.e. following the roll out of Mac desktop app).

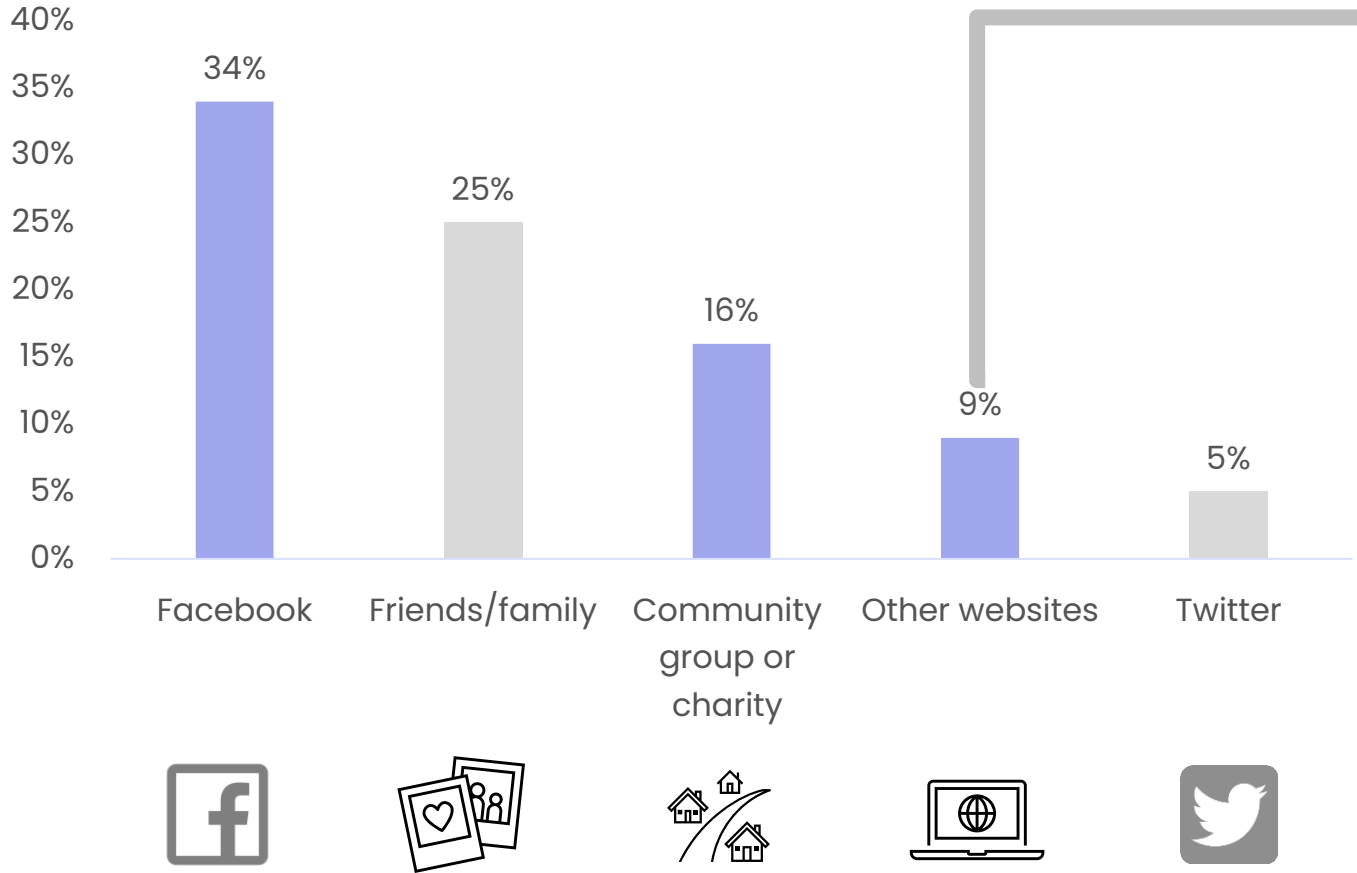
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## Signposting

Provide signposting to the Relay UK app, resources, guidance and training/support.

# How should this information be communicated?

## Main source of information for support for d/Deaf or speech impaired



  
**Websites used**

- RNID
- The Limping Chicken
- Hearing Link

**Communicating with the community**

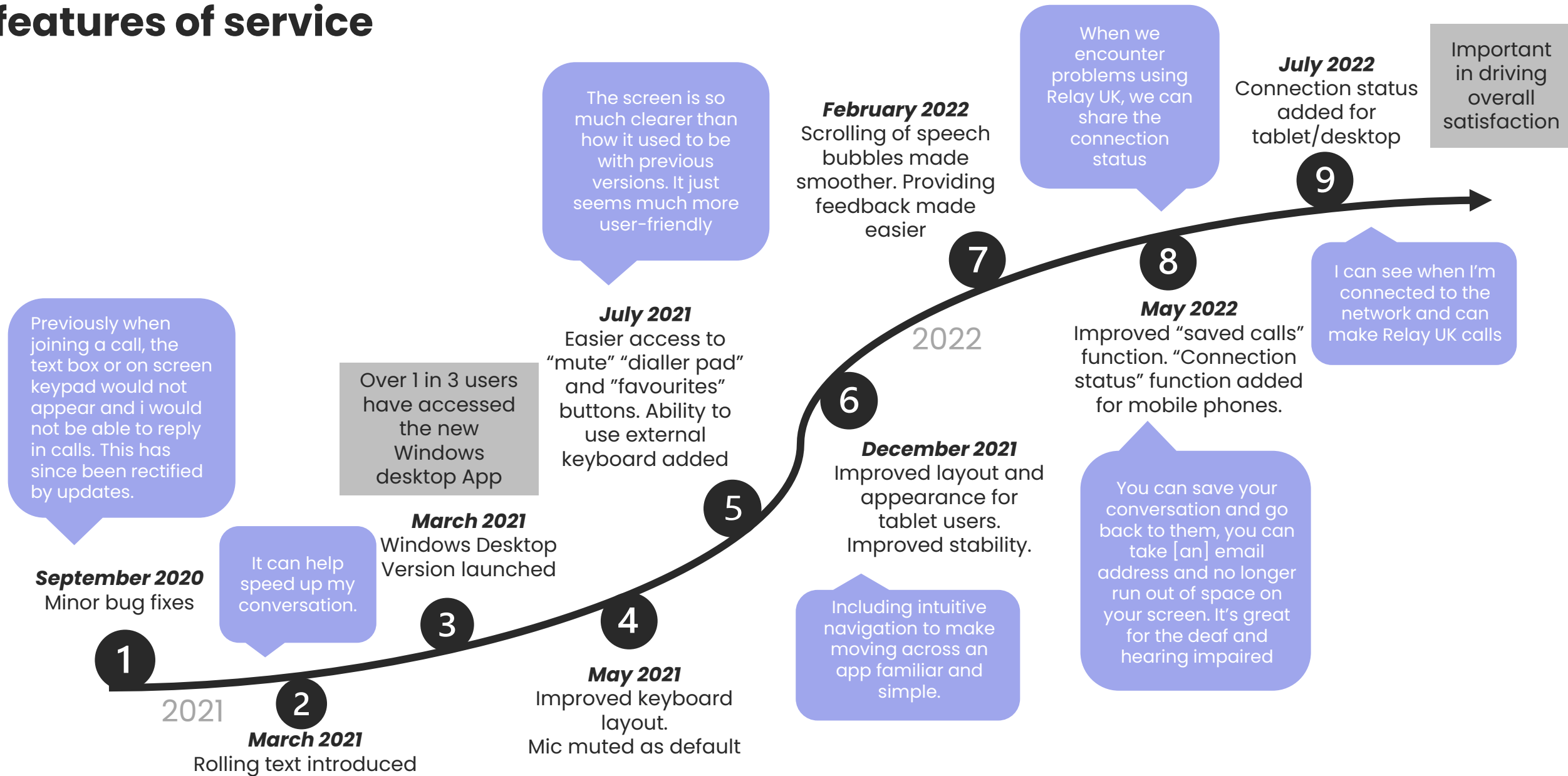
68% of users are active on Facebook, significantly higher than other social media platforms such as Twitter (25%) or Instagram (8%). Comms through Facebook in collaboration with charities and community groups will be key to communicating key messaging.



# 6

## **Conclusions and recommendations**

# Changes introduced since 2020 are noted by some users as their favourite features of service



# Conclusions

1. Overall satisfaction is at its highest level since BT Relay UK's launch in 2014. This is quite an achievement. **All those associated with the programme should be congratulated** and thanked for delivering such a high standard of service to users across all features and functions of Relay UK.
2. Relay UK continues to play an **important and significant role** in the lives of its users; providing a communication lifeline and safeguarding their independence.
3. The increased prevalence and usage of online methods of communication has **not eroded Relay UK's popularity** or usage.
4. The **usage of NGT Lite has declined significantly** since 2020 and as a result the impact of the app's withdrawal is likely to be less noticeable than it would have been previously. Only 3% of users use the NGT Lite app exclusively.
5. Awareness of the withdrawal of the NGT Lite app is not universal. **Some users remain unaware that this element of the service is to be discontinued.** Further work is required here.
6. More broadly, users identify **third-party awareness** as an area for improvement. Those receiving Relay UK calls can be unfamiliar with the service – leading to a poor or difficult user experience.

# Recommendations

1

There are many positives to build on within this report. Insights within this report highlight the aspects of the Relay UK offering that are both important to users and those that are well liked. These areas should be **maintained and prioritised** for development, if appropriate.

2

Whilst the majority of users see no room for improvement, **customer preferences are fast-paced** within the field of technology. A finger should be kept firmly on the pulse of technological advancement (e.g. AI/voice recognition).

3

The **withdrawal of the NGT Lite app must be carefully managed** and timed to avoid any service interruption to users. Communication will be key; the use of charitable/community organisations and Facebook will disseminate information the most effectively.

## Recommendations

4

An area identified for some users is awareness of Relay UK amongst non-users (both businesses and friends/family) impacting on the service experience. **BT could play a leading role in raising awareness** and improving user experience by ricochet, through:-

- Partnering with **businesses/government agencies** to integrate Relay UK into telephony training
- Providing **downloadable PDFs** or links on the website explaining how the service works and how best to approach the conversation (e.g. best practice, common acronyms)
- **Standardising** the approach of operators to call centres/ avoiding terminated calls
- Using **ongoing user research** and feedback to inform the approach

5

A small proportion of users feel that wait times when using the service could be improved. **Ongoing review of call volumes** and feedback from operators will help to ensure that the service is appropriately resourced at the busiest times.





# WATERMELON

Watermelon Research  
Greencoat House,  
Francis Street  
London SW1P 1DH  
United Kingdom

[info@watermelonresearch.com](mailto:info@watermelonresearch.com)

[www.watermelonresearch.com](http://www.watermelonresearch.com)